

**King County**  
Quit Line Data Summary  
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 1,611</b>	<b>N = 11,781</b>
<b>Percent of Statewide Calls</b>	16.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	29.5%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 1,591</b>	<b>N = 10,080</b>
Female	58.6%	61.2%
Male	41.4%	38.8%
<b>Race/Ethnicity</b>	<b>N = 1,404</b>	<b>N = 8,813</b>
People of Color	19.2%	9.5%
White	80.8%	90.5%
<b>Age</b>	<b>N = 1,564</b>	<b>N = 9,893</b>
Less than 18 years old	0.8%	1.5%
18 - 24 years old	16.5%	18.1%
25 - 34 years old	29.2%	25.4%
35 - 44 years old	23.1%	22.0%
45 years and older	30.4%	33.0%
<b>Education</b>	<b>N = 1,523</b>	<b>N = 9,282</b>
Did not graduate high school	16.2%	20.8%
High school graduate	29.7%	34.4%
Some college/vocational school	36.2%	34.8%
College graduate	17.9%	10.0%
<b>Caller Type</b>	<b>N = 1,601</b>	<b>N = 10,635</b>
General Information	3.0%	7.2%
Health care provider	0.7%	1.9%
Tobacco user	96.3%	90.9%
<b>Payer Type</b>	<b>N = 1,176</b>	<b>N = 7,421</b>
Insured	42.3%	37.4%
Uninsured	30.7%	33.0%
Medicaid	27.0%	29.6%
<b>Heard About</b>	<b>N = 1,284</b>	<b>N = 8,468</b>
Past caller	17.1%	13.4%
Employer/worksites	1.1%	1.3%
Health care provider	24.8%	23.4%
Television	13.2%	15.9%
Outdoor advertisement (billboard/bus/wall)	5.7%	2.7%
Targeted mailing	0.2%	0.1%
Great Start	0.2%	0.2%
Radio	3.5%	3.9%
Newspaper/Magazine	1.2%	1.7%
Brochure/Newsletter	4.4%	4.3%
Family or friend	24.4%	28.1%
Health Department	3.0%	3.2%
School	1.2%	1.8%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.